



“Find the dollars” for your local food business

Release Date: Feb. 19, 2015

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MADISON – Learn from the experts how to raise the money you need to make your agriculture or value-added food business a success. Register now for the “Finding the Dollars” seminar in March in three Wisconsin locations.

Paul Dietmann of Badgerland Financial and Tera Johnson of the UW-Extension Food Finance Institute (formerly of tera’swhey®) will speak about the financial requirements of starting or owning a food business. They will explain the kinds of funding or loans you might need and which options would be appropriate for different kinds of businesses. Dietmann and Johnson also will talk about what you could expect from banks when applying for food business loans, as well as best practices when asking for or raising money to finance your business.

Sessions are scheduled on March 16 in Waukesha, March 17 in Stevens Point and March 19 in Madison. You need only attend one seminar – choose the location most convenient for you. The Madison seminar also will be available online as a free webinar.

The sessions will take place from 8:30 a.m. to 12:45 p.m. Check-in begins at 8:15 a.m. at each location.

The cost of the seminar is \$10 for the first registrant and \$5 for additional members of a business or organization. Active Something Special *from* Wisconsin™ members get a \$5 discount on the cost of the initial registrant.

See the exact locations of the seminar sites, read a complete agenda or register to attend at http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin/BLBW_Workshops.

To request a link for the webinar, email Kietra Olson at Kietra.olson@wisconsin.gov. You also may call 608-224-5112 with questions.

This is the final Local Food Business Seminar of the season. The series is hosted by the Wisconsin Department of Agriculture, Trade and Consumer Protection along with a number of industry partners.

The Buy Local, Buy Wisconsin program provides many resources for local farms and agribusinesses. Learn more or watch archived webinars at http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin/.